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# **GREENCOM II**

## **1ST QUARTER REPORT - 2006**

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### **DISCLAIMER**

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.



***Contract Information***

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## ACTIVITIES AND RESULTS

### **TECHNICAL OUTREACH AND GLOBAL LEADERSHIP:**

#### **(Task Order No. 01)**

##### ***System-wide Collaboration Action for Livelihoods and the Environment (SCALE)***

During this quarter, GreenCOM staff proposed several training opportunities to build the capacity of USAID, local institutions, and partners in the SCALE methodology.

The CATIE / GreenCOM international strategic course, “Increasing Impact at a Landscape Scale: New Approaches for Rural Development” was postponed due to the lack of sufficient participants. Only five people registered for the course. In order to self-finance, the course needs a minimum of 15 people. The course has been re-scheduled for September 24 to October 13, 2007. CATIE and GreenCOM will promote the course through their networks and communication channels. GreenCOM staff arranged for the course to be promoted on the Drum Beat Web site, and the GreenCOM CTO has promoted the course through several USAID sources.

##### **USAID Program Officer Training:**

GreenCOM will conduct a two-day training with USAID Kenya program officers and their country counterparts in November 2006 pending staff availability during the course of the year. The workshop will use case studies, worksheets, checklists, a field trip, and hands-on exercises to assist participants to:

- Understand what the scaling-up communication approach entails and what

type of impact it can make in their projects.

- Develop a sample design for an existing or future project that incorporates this communication approach.
- Analyze what not to do; things that get in the way of the effective communication applications.

##### **ICRAF / SCALE Partner Training:**

If the CATIE course is cancelled due to insufficient participants, GreenCOM will conduct a one-week training with ICRAF and USAID partners. GreenCOM /CATIE will make the decision about whether to conduct the course the first week of June.

##### ***Nature, Wealth, and Power Videos***

AED started production of the Nature, Wealth, and Power video presentation with an on-location shooting in Madagascar. In collaboration with the USAID/Madagascar Natural Resource Management team, AED identified success stories in the southern region of the country to serve as case studies on how decentralized power has led to improved resource management by local populations in rural areas. The footage from Madagascar will be combined with stock footage from Bangladesh and original footage from Namibia to compose a fifteen minute documentary targeting policy makers.

## **FIELD TASK ORDER ACTIVITIES**

### **Agricultural Partnerships for Productivity & Prosperity (AP<sup>3</sup>) (Task Order No. 07)**

#### ***Morocco Demonstration Site***

**Marketing and Sales Support:** By connecting industry leaders and buyers in Europe and the USA with Moroccan suppliers, AP<sup>3</sup> is coordinating the flow of information about markets for several Medicinal and Aromatic Plants (MAPs): khella, cedar oil, rosemary, verbena, and Argan oil. In some negotiations between the buyers and suppliers, the project is taking an active role. For example, AP<sup>3</sup> is representing women cooperatives during marketing discussions of Argan oil with a major US buyer.

**Stakeholder Engagement Meetings:** By bringing together local experts to speak about issues of stakeholder group concern, AP<sup>3</sup> assisted the flow of information within stakeholder groups as well as exchanges within the sector. These sessions renew stakeholder engagement in the action plans they committed to at the whole-system-in-the-room (WSR) workshop. For example, AP<sup>3</sup> assisted MAP researchers in the formation of a professional organization to serve as a national level MAP advisory board. They are now discussing the creation of a national MAP strategy with other stakeholder groups.

**Inter-sectoral Seminar on Organic Certification:** During the first quarter of 2006, AP<sup>3</sup> gathered fifty MAP value chain representatives in Oujda to raise their awareness about organic certification and to encourage greater collaboration towards improving the MAP value chain. Representatives from local cooperatives, private processing companies, Ministry of Agriculture, NGOs, universities, and the Department of Forestry took part in the event.

During the seminar, participants learned about the organic certification process and standards and developed action plans for certification in the Oriental region's national forests.

**Negotiations between Private Companies, Forestry Officials, and MAP Collection Cooperatives:** During the last several years, Moroccan private sector processing companies did not invest in the wild collection of MAPs in Morocco's northwest region due to misunderstandings and lack of coordination with the Department of Forestry and the MAP collection cooperatives. In an effort to attract private investment, AP<sup>3</sup> served as a mediator at a series of meetings for these key stakeholders, which led to the end of the private sector boycott and their active participation in this year's forestry concession process. One of Morocco's major private sector companies, SANTIS S.A.R.L., purchased a forestry concession, employing tens of thousands of MAP collectors for the first time in three years.

#### ***Monitoring and Evaluation***

To learn about MAP activities that have occurred since the WSR, program staff contacted key stakeholders and asked a series of 3 to 4 questions and what additional information and resources would be useful to them. The information collected was discussed with the team and used in planning program events. This information was also entered into an Excel spreadsheet for use as an evaluation tool.

### ***Kenya Demonstration Site***

AP3 conducted a “whole-system-in-the-room” gathering in Nairobi, Kenya in March 2006. This event gathered representatives of all key stakeholder groups working in the Enriched Feeds sector in Kenya. The objective of the event was to assist key players in the sector to agree upon common goals and to begin to improve coordination of their activities. Seven common goals were established at the three-day event, and the participants developed work plans based on those common goals. Based on this exercise, AP3 will focus future efforts on strengthening the Enriched Feeds sector while specifically raising awareness and encouraging collaborative actions associated with the planting of enriched feeds by small holder dairy farmers to improve their productivity and livelihoods.

### ***Collaboration Rating Form***

In March 2006, a baseline assessment was conducted to evaluate the SCALE process being used to support enriched feeds for small scale dairy holders in Kenya. The collaboration rating form was developed based on the AP<sup>3</sup> experience in Morocco and the advice of an expert in social network analysis (Maksim Tsvetovat from George Mason University). The form collected information on the following: 1) type of relationship; 2) strength of relationship in the dairy sector; 3) Strength of relationship in other agricultural activities (non-dairy); and 4) strength of relationship in non-agricultural activities.

Data analysis will be conducted using UCINET, a social network analysis software program. Due to limitations of this program, a special data entry program was developed by Dr. Tsvetovat. Although the program had a few limitations, the Data Entry Specialist entered the data for eighty-six out of the

eighty collaboration forms prior to the end of the workshop. As a result, Karabi Acharya, Monitoring and Evaluation Specialist, developed and facilitated a one-hour session to present preliminary results of the collected data. The participants were given two diagrams (output) generated from UCINET and asked to discuss within their groups the following questions:

- What stands out to you? What is interesting to you?
- Look at the organizations in your stakeholder group. Who are they connected to?
- What relationships would your stakeholder group need to strengthen in order to improve dairy feeding systems? Why are these relationships important?

Some of the comments were:

- “Congratulations to American Breeding Society for having the biggest dot!”
- “Surprised that Egerton University is so small and has no link to its graduates.”
- “Processors were too far from the farmers.”
- “A couple groups are missing (group on artificial insemination, and Holstein breeding group).”
- “Farmers are not connected enough to the larger system.”
- A few people at the policy-makers table questioned where the data had come from.

A complete data analysis of the baseline assessment will be conducted during the next quarter.

## **FIELD TASK ORDER ACTIVITIES**

### **GreenCOM II/Panama (Task Order No. 801)**

**GreenCOM's active support to USAID/Panama continued on many fronts during the 1<sup>st</sup> quarter of 2006. A summary of this quarter's progress is provide below.**

#### ***USAID and the National Geographic Society working together for the first time***

The USAID/Panama Mission signed an agreement with the National Geographic Society (NGS) and the Panama Tourism Institute for a Global Development Alliance to promote Panama as an ecotourism destination through National Geographic Travelers Guide and Adventure Map products. This is the first time the National Geographic Society is collaborating directly with the U.S. Government in a GDA relationship.

The goal of the GDA is to position and brand Panama as an attractive and interesting tourist destination with the 6 million worldwide audience and users of NGS traveler products. The NGS guide is more likely to be purchased by a more affluent and sophisticated traveler that, in turn, is likely to spend more money to the benefit of local communities, than purchasers of other travel guides.

With nearly a third of the country protected through its national park system, three distinct indigenous cultures, historical appeal of the 500 year old Panama Canal heritage corridor, and existence of more different bird species than any other country in Central America, Panama has significantly more potential as a nature and culture-oriented tourism destination than it is currently attracting. USAID/Panama is working with the Government of Panama to promote develop new environmental management models in selected protected areas. The NGS GDA is expected to increase tourism to Panama's

protected areas, which in turn is expected increase, and sustain the public and GOP appreciation of the importance of these areas and of the fragility of their ecosystems to assure sufficient resource commitments and sustainable management practices.

The most significant constraint to harvesting this potential is a lack of effective marketing and branding in the U.S. and Europe. Costa Rica has proven that image does indeed play an important role in attracting foreign tourists. The world tourism industry has a permanent thirst for new destinations, if they can be organized to provide high quality and unique travel experiences to an increasingly demanding international tourism clientele.

The NGS is selective in its choice of what countries and tourist destinations it will emphasize to its readership base. No more than twenty National Geographic Traveler guides have been published and only for Mexico, Cuba, Costa Rica, and the Caribbean in this hemisphere. It prides itself on serving the 21st-century traveler, providing an "insider" perspective, emphasis on travel essentials, expert insight, storytelling from the world's finest writers, arresting pictures from the top photographers, and inspiring readers to get up and go.

#### ***Chile Protected Area Ecotourism Concession Familiarization Trip***

ANAM's Secretary General, the Director of Protected Areas, the Director of the Soberania National Park project, and the Director of Soberania National Park, along with the Executive Director of Eisemann Foundation, traveled to the Araucaria and Lake regions of Chile to observe first hand the Chilean experience with tourism and recreation



concessions in national parks under the administration of the National Forest Corporation (CONAF). The intense program included visits: to Malalcahuello National Reserve and its Corralco Mountain Center; Conguillio National Park; Puyehue National Park (Anticuar section); Cabanas de Aguas Calientes concession; Vicente Perez Rosales National Park; and Esqui del Volcan Osorno concession and the Petrohue sector of the park. At each of these sites participants talked with shop concessionaires, CONAF officials, private sector representatives, and personnel from Chile's Tourism Secretariat. The group from Panama was able to obtain lessons learned from Chile's 10-year experience with strategic alliances between the government and the private sector along with the involvement of local communities. Interestingly enough, Chile's first experiences with formally inviting private investment in protected areas produced no results, similar to what just happened with ANAM's Acto Publico for Soberania National Park.

#### ***Colorado State University Nature Trail Design and Interpretation Course***

AED contracted with CSU for two in-country workshops in January 2006. The first workshop was on the design, construction, and maintenance of nature trails, while the second was on interpretation methodologies and techniques with an emphasis on trails. Up to 25 participants attended each course, primarily ANAM park guards and other employees as well as Gamboa community members.

Using group work-study techniques, course participants designed a new 1.5 km. nature trail near the Soberania National Park headquarters and actually constructed 1.5 kms. of it. During the second interpretation workshop, participants identified and developed 10 interpretation topics to be utilized on the new trail.

What was surprising was how much enthusiasm and ownership over the new trail was generated by participation in the course. ANAM organized a coordination committee to oversee the process of completing the trail and the interpretation of it. An action plan was developed, GPS map completed, and ANAM personnel worked with community members to complete all necessary steps prior to final construction of the trail, including, clearing brush, drainage, and compacting the soil of the trail.

With regards to trail interpretation, a group of artists from the Fine Arts University was hired to develop the artistic content in oil paintings of the different themes. The artists heightened their interpretation skills by walking the trail. Finally a name was chosen for the trail – The Spirit of the Forest. The new trail will be inaugurated on April 29 as part of the II Mesoamerican Protected Areas Congress. It will be the first trail to officially form part of the new Mesoamerican Trail network being promoted by the Mesoamerican Ecotourism Alliance. It is also expected that the new trail improves the ecotourism offering of the Soberania National Park and will help improve the private sector interest in investing in the Park.

#### ***Improved Community Managed Water and Sanitation Coverage in LH-T-CQ Sub-Watershed***

One of the highest priorities for the communities in LH-T-CQ sub-watershed that participated in the socio-environmental participatory assessments was the availability of community and home potable water sources and basic sanitation. These findings were later supported in sectoral studies conducted by AED. However, the problem is not simply the construction of new water and basic sanitation systems, but rather how to organize the community to develop the capacity to work together to manage such systems. The project

placed emphasis on organizing and training community members on each aspect and phase of construction, operation, administration and management of water and sanitation systems. The end result is that 27 of 29 communities in the LH-T-CQ sub-watershed and all the schools in the area now have improved water and sanitation systems fully managed by the communities. MINSA was an active partner in the construction of new systems and fully committed to JAARS and Community Health Committees on operating and maintaining new systems.

### ***Environmental Justice Training***

Training on the Introduction to Environmental Legislation in Panama was significant as it enabled all of the environmental justice operators in Panama to get together in one place to discuss the gaps and weaknesses of environmental law as currently written and implemented. The training helped to define roles of the different justice system operators and to raise the level of importance of environmental legislation within the overall justice system. In particular, the use of case studies during the training program helped improve the quality of environmental justice documentation, processing, and casework.

The training helped highlight many problems still facing the effective application of environmental legislation in Panama. Environmental judicial standards are established in most cases without effective consultation with appropriate experts designated by the law. There is also no regard given within the system to the necessary financial and human resources necessary to effectively execute the law. Effective implementation is also hindered by duplication of functions. Environmental law also intrinsically goes against some judicial paradigms.

To date, 35 judges, 35 district attorneys, 75 corregidores, and 75 ANAM officials were able to take the course. This effort was just a start in a process that should result in better and more effective application of environmental law in Panama. Participants came to the conclusion that more analysis and study is required in the areas of evidence and institutional coordination. There is also a need to train the only part of the environmental justice operators that did not receive the training – the ecological police and the judicial technical police.

The following are some testimonies of environmental justice system operators that took the course.

- Roberto Sánchez is the district attorney specialized in environmental crimes in the Panama judicial district. He is presently handling 4 cases. *“After the Environmental Justice Training, it has been possible to request the specific information necessary from ANAM now that we are familiar with the technical language in the environmental regulations. We also better understand the legal dispositions and can list in each case the exact species in danger of extinction. The material provided in the training has been helpful in the drafting of the supporting documentation for the cases. Of the four pending cases, one is for water contamination and the other 3 for illegal logging.”*
- Judge Iadlides Pinilla is the Superior Court Judge in the Second Judicial District of Cocle, Veraguas, and part of the Ngobe Bugle Comarca. Judge Pinilla participated in the three environmental justice cases for judges and district attorneys in a very active fashion. Judge Pinilla is important because she is part of the committee that is reviewing the new Penal Code and

expressed that the courses helped her understand different opinions and interpretations involved in environmental law. She said that even though there is a conceptual confrontation between environmentalist, administrators, and jurists over responsibility, it has been possible to find consensus on the interpretation and intent of the law. Presently she is not managing any environmental cases. The last one she handled was illegal logging.

- Gisela Córdoba is the Head of ANAM's Environmental Quality Control Division. She felt the material she received during the course helped her better understand the complexities of existing environmental legislation. She keeps this reference material in her office uses it constantly.

### ***Colombia Sustainable Livestock Familiarization Trip***

A group of Panamanian livestock sector participants including three BDA technicians, two MIDA officials, two ANAM technicians, and two small livestock producers currently introducing sustainable livestock best practices on their farms, traveled to Colombia March 19 to 24, to observe sustainable livestock practices in the Cauca and Quindío Valleys. The purpose of the trip was to promote sustainable livestock production back in Panama and to strengthen the interinstitutional coordination and viability of

field applications of sustainable livestock production practices.

The trip allowed the Panamanian participants to observe farm level applications of sustainable livestock practices in farms that ranged from one to 270 hectares. The primary focus was integrated farm management and the minimized use of off farm inputs, particularly pesticides, through the increased use of on-farm produced inputs. An important concept was enhanced land use and the incorporation of recycled by-products especially, smaller trees that can be used for animal feed and soil amendments. An important principal that was discussed was the avoidance of under used spaces and the need for producers to experiment with tree and plant varieties that are capable of adapting to the local soil conditions.

Participants decided to form an informal group to discuss best practice applications in Panama based on their observations while in Colombia and requested follow-up technical support from USAID and AED.

## **FIELD TASK ORDER ACTIVITIES**

### **GreenCOM II/Tanzania (Task Order No. 802)**

**GreenCOM's support to USAID/Tanzania concluded on September 30, 2005. A summary of project closeout activities is provide below.**

#### ***USAID/Tanzania-requested Closeout Plan***

At the request of USAID/Tanzania, AED, in conjunction with its subcontractors, submitted its closeout/demobilization plan, to the Cognizant Technical Officer (CTO), that provided details in the following areas:

1. ***Background/Program Overview:*** including a program summary and program summary timeline;
2. ***Budget:*** including the current financial status report, final financial status report timeline, current NICRA, and final NICRA timeline; anticipated balance of federal funds after expiration of the instrument;
3. ***Final inventory:*** of residual non-expendable property, with inventory details as well as the property disposition plan;
4. ***Program activities:*** program end date, recipient responsibilities during phase-out, subcontractor/partnership phase-out, status of all program audit reports per the instrument's provisions, final audit report timeline, final patent report timeline, final copyright report timeline, if applicable, final royalty report timeline, if applicable;
5. ***Contract reporting:*** detailing reporting and deliverable requirements;
6. ***Personnel:*** personnel phase-out timeline, personnel phase-out plan, job descriptions for

personnel serving through completion of project;

7. ***Closeout guidelines:*** recipient closeout procedures, overview of closeout process; and

8. ***Release of claim:*** submittal of Form SF1420 upon final completion of the project.

Subsequent to the approval of the closeout plan by the CTO, AED requested and received approval of its property disposition plan. All non-expendable property was transferred to the *Wildlife Conservation Society of Tanzania (WCST)*. A written receipt of the transfer was provided WCST and is on file at AED.

On October 28, 2005, all final reporting requirements were met with the submission of the GreenCOM II/Tanzania Semi-Annual Progress Report (April – September, 2005), Community Environmental Awards (CEAS) in Tanzania (1998-2005) Final Report; and GreenCOM II/Tanzania Final Report.

USAID/Tanzania has acknowledged receipt of the final reports and will provide technical approval upon completion of the review process.

AED will, in turn, submit Form SF1420 upon acceptance and approval of all final reports, thus completing the project closeout process.

